

Message Text

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15

ACTION ARA-10

INFO OCT-01 ISO-00 EB-07 /018 W
----- 009292

R 161937Z JAN 76
FM AMEMBASSY QUITO
TO SECSTATE WASHDC 8679
USDOC
INFO AMCONSUL GUAYAQUIL

UNCLAS QUITO 0430

E.O. 11652: N/A
TAGS: BEXP, EC
SUBJECT: FY 76 CCP: END-OF-SECOND-QUARTER REPORT

REF: QUITO 7823

1. PROGRESS ON CCP CONTINUED DURING THE SECOND QUARTER TO DEVELOP AS ENVISAGED IN THE VARIOUS CAMPAIGN "ACTION CALENDARS", EXCEPT AS FOLLOWS:

2. METALWORKING AND FINISHING - ACTION NO. 4: AN ARTICLE ON THE U.S. METALWORKING INDUSTRIES HAS NOT BEEN PUBLISHED IN THE EMBASSY'S COMMERCIAL BULLETIN, BECAUSE TO DATE WE HAVE NOT RECEIVED INFORMATIONAL MATERIAL FROM USDOC. UPON RECEIPT OF SUCH INFORMATION, AN ARTICLE WILL BE PREPARED AND PUBLISHED. ACTION NO. 5: THIS ACTION, RELATING TO THE MOUNTING OF A CATALOG SHOW, WAS OBIATED BY THE CANCELLATION OF THE ECUADOREAN EXHIBITION AT WHICH THE CATALOG SHOW WAS TO HAVE BEEN HELD.

3. BUILDING AND CONSTRUCTION- ACTION NO. 2: WE HAVE NOT YET DEVOTED AN ISSUE OF OUR COMMERCIAL BULLETIN TO THIS SECTOR, BECAUSE TO DATE WE HAVE NOT RECEIVED INFORMATIONAL MATERIAL FROM USDOC. UPON RECEIPT OF SUCH INFORMATION THE ACTION WILL BE CARRIED OUT. ACTIONS NOS. 5 AND 8: SEE QUITO 0035, SENT JANUARY 2. ABOVE AND BEYOND WHAT IS CALLED FOR IN THIS CAMPAIGN, CONGEN GUAYAQUIL MOUNTED A CATALOG EXHIBITION IN THE CITY OF CUENCA DURING THE FIRST
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WEEK OF NOVEMBER, IN CONNECTION WITH TWO FAIRS THAT WERE HELD THERE

DURING THAT PERIOD.

4. AVIATION ELECTRONICS - ACTION NO. 3: THE IECO FEASIBILITY STUDY, WHICH WAS TO HAVE BEEN COMPLETED IN SEPTEMBER 1975, IS NOT YET COMPLETED, ALTHOUGH SOME COMPLETED PORTIONS HAVE BEEN MADE PUBLIC; EMBASSY DEEMS IT BEST TO AWAIT FULL REPORT BEFORE REPORTING ON RECOMMENDED PRIORITIES AND IMPLEMENTATION PLANS, BECAUSE THE PRIORITIES SET FORTH IN THE PORTIONS PUBLISHED TO DATE SEEM QUITE TENUOUS AND LIKELY TO BE CHANGED. ACTION NO. 4: UNTIL THE IECO STUDY IS COMPLETED, WE CANNOT RELIABLY DETERMINE WHETHER IECO IS ALSO LIKELY TO BE SELECTED FOR THE DESIGN ENGINEERING, OR WHETHER THE DAC TENDS TO INVITE INTERNATIONAL BIDS.

5. AGRIBUSINESS - ACTION NO. 3: IT HAS PROVEN DIFFICULT TO DEVELOP SPECIFIC TRADE OPPORTUNITIES IN THIS SECTOR, MAINLY (WE BELIEVE) BECAUSE POTENTIAL PURCHASERS ARE HOLDING OFF IN THE FACE OF GOE PRICE CONTROLS AND UNCERTAINTIES GENERATED BY THE GOE'S LAND REFORM MEASURES; HOWEVER, WE CONTINUE TO VIEW THIS AS A SECTOR WORTHY OF CAMPAIGN TREATMENT, SINCE AT LEAST SOME PRICE CONTROLS MAY EASE AND THE UNCERTAINTIES SHOULD CLEAR UP IN SHORT ORDER. ACTION NO. 5: THE MARKET SURVEY WHICH WAS DUE BY DECEMBER 31 IS COMPLETED IN DRAFT AND WILL BE TRANSMITTED BY JANUARY 16. ACTION NO. 6: IT HAS PROVEN IMPRACTICAL TO FOLLOW UP LEADS AND OTHER CONTACTS MADE AT THE GUAYAQUIL INTERNATIONAL FAIR, A RESPONSIBILITY WHICH ACTUALLY FALLS TO THE INDIVIDUAL EXHIBITORS, AND WE THEREFORE HAVE NOT DEVELOPED FIVE TRADE OPPORTUNITIES FROM SUCH ACTION; HOWEVER, WE HAVE REPORTED TWO FOREIGN GOVERNMENT TENDERS.

6. FISHING COMPLEX - ACTION NO. 3: WE ARE HOLDING OFF PREPARATION OF A REPORT ON ECUADOR'S FISHING NEEDS BECAUSE THE GOE'S PLANS IN THIS SECTOR SEEM TO BE BEST BY SHORTAGES OF FINANCING, AND WE DEEM IT BEST TO WAIT UNTIL THE GOE'S PURCHASING PLANS AND CAPABILITIES ARE MORE CLEAR. ACTION NO. 4: THE CONSULATE GENERAL'S PERSONNEL RESOURCES WERE SEVERELY TAXED DURING THE SECOND QUARTER OF FY 76
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BECAUSE OF THE "DO-IT-YOURSELF" PARTICIPATION IN THE GUAYAQUIL INTERNATIONAL FAIR AND THE ATTENDANT FOLLOW-UP WORK, SO THAT TO DATE IT HAS NOT PROVEN POSSIBLE TO DEVOTE THE NECESSARY TIME AND EFFORT TO WRITING EXHIBITORS IN THE MAY 1974 FISHING CATALOG SHOW AND TO ASK FOR UPDATED CATALOGS, THIS ACTION WILL BE INITIATED BY FEBRUARY 15.

7. PETROLEUM AND PETROCHEMICALS - ACTION NO. 4:
 THE GOE'S PLANS FOR PETROCHEMICAL INDUSTRIAL HAVE NOT
 YET REACHED A STAGE WORTH REPORTING IN AN ARTICLE IN
 "COMMERCE TODAY"; WE EXPECT SOME GOE PROGRESS ON THIS IN
 THE COMING MONTHS, AND IF THIS MATERIALIZES WE WILL PREPARE
 AN ARTICLE DURING THE THIRD QUARTER OF FY 76. ACTION
 NO. 5: DUE TO A HEAVY LOAD OF OTHER RESPONSIBILITIES, THE
 PETROLEUM REPORTING OFFICER HAS NOT YET BEEN ABLE TO
 VISIT ESMERALDAS TO SURVEY PETROLEUM PORT DEVELOPMENTS,
 BUT PLANS TO DO SO DURING THE MONTH OF FEBRUARY 1976.

8. ENERGY SYSTEMS - ACTIONS NOS. 3 AND 4: THE ENVISAGED
 PRODUCT LITERATURE DISPLAY WAS NOT HELD BECAUSE MATERIAL
 HAS NOT BEEN RECEIVED FROM USDOC (USDOC WAS TO HAVE
 SUPPLIED THE MATERIAL BY SEPTEMBER 30 UNDER ACTION NO. 2);
 WE ARE COMMUNICATING SEPARATELY WITH USDOC ON THIS TO SPECIFY
 OUR NEEDS. ACTION NO. 5: THE ENVISAGED REPORT ON ELECTRI-
 FICATION PLANS AND PROJECTS IS UNDER PREPARATION AND WILL
 BE FORWARDED BY JANUARY 31; AN OVER-VIEW REPORT WAS SENT
 AS PART OF QUITO'S A-106 OF OCTOBER 30. ACTION NO. 6:
 THE REPORT JUST MENTIONED WILL INCLUDE OUR RECOMMENDATION
 AS TO WHETHER THERE SHOULD BE A VISIT OF A U.S. INDUSTRY
 GROUP.

9. FOLLOWING ARE DATA ON OUR OUTPUT OF VARIOUS KINDS OF
 COMMERCIAL REPORTS. WE ARE GRATIFIED TO NOTE A SIGNIFICANT
 UPTURN IN THE NUMBER OF PTO'S, REFLECTING OUR TOP PRIORITY FOR
 THESE. THE CONGEN'S OUTPUT WOULD SURELY HAVE BEEN HIGHER IF
 NOT FOR THE WORKLOAD IMPOSED BY THE "DO-IT-YOURSELF" FAIR
 PARTICIPATION.

JULY -	DECEMBER
FY 75	FY 76

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PRIVATE TRADE OPPORTUNITIES	74	93
(EMB)	(35)	(53)
(CONGEN)	(39)	(40)
FOREIGN GOVERNMENT TENDERS	48	38
(EMB)	(28)	(26)
(CONGEN)	(20)	(12)
ADS	12	39
(EMB)		
9(12)	(39)	
(CONGEN)	(-)	(-)
WTDR	150	107
(EMB)	(67)	(65)
(CONGEN)	(83)	(42)

LICENSING OPPORTUNITIES

JOINT VENTURES		4	9
(EMB)	(2)	(8)	
(CONGEN)	(2)	(1)	

MARKET STUDIES		2	3
(EMB)	(2)	(2)	
(CONGEN)	(-)	(1)	

MAJOR PROJECTS REPORTED		10,	: 31
(EMB)	(18)	(31)	
(CONGEN)	(-)	(-)	

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